

MP-602

December – Examination 2021

**Master of Business Administration
(IInd Year) Examination**

RETAIL MANAGEMENT

Paper : MP-602

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answer as per the given instructions.

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 4 marks.

1. (i) What is Retail Life-Cycle ?
- (ii) What do you mean by Convenience Stores ?
- (iii) What is Online Retailing ?
- (iv) What do you mean by multi-channel retailing ?
- (v) What is Retail Marketing Mix ?
- (vi) What is Merchandise Planning ?
- (vii) Write any two Factors Affecting the Location Planning.
- (viii) What is Circulation Free Flow Layout ?

Section-B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

2. What do you understand by Retailing ? Discuss the essential elements for success of a retailer.
3. “Speciality retail formats are becoming popular in India.” Identify the reasons behind it.

4. Explain the strategic planning process in detail with suitable diagram.
5. Explain the role and importance of advertising in retail sector. Discuss this through case study of a top retailer.
6. What is a customer relationship management (CRM) program ? What is its importance ? Explain.
7. “Price Discrimination is normally looked upon as an illegal or biased activity, but it is not always a fact.” Discuss this statement.
8. What do you mean by retail store maintenance ? Describe the various elements of store maintenance.
9. Explain the process of Manpower planning and how it aids in minimizing costs and improving overall efficiency of the retail firm ?